

EDUCATION

School of Visual Arts (SVA), New York, USA, Sep. 2022 – May. 2024

Master of Fine Arts in Interaction Design

School of Visual Arts (SVA), New York, USA, Sep. 2013 – May. 2018

Bachelor of Arts in Advertising

PROFESSIONAL EXPERIENCE

NYC Department of finance, UX/ UI Designer, New York, US

Sep. 2023 – Apr. 2024

- Led the redesign and development of the homepage, establishing and implementing content guidelines. Focused on creating a highly usable interface with concise information, ensuring an effective first point of contact for users.
- Conducted quality testing and identified broken links and user flow issues, partnering with engineers to enhance site performance.
- Guided the accessibility audit for the “Rentfreeze” site using the WCAG guideline. Designed and developing new text size and color contrast functions to enhance accessibility and readability, for seniors and users with low vision.

NYC Department of finance, UX/ UI Intern, New York, US

Jun. 2023 – Aug. 2023

- Restructured a 507 page sitemap to enhance user accessibility and information retrieval efficiency. Collaborated closely with the team to reduce navigation clicks and streamline the user journey.
- Crafted and implemented a responsive design for the 8 navigation pages of the website, ensuring a seamless user experience across mobile and desktop platforms.

Music for Autism (Pro bono project), UX designer, New York, US

Sep. 2022 – Dec. 2022

- Analyzed 106 surveys and service blueprints to identify both site interaction and backend user relationship issues, pinpointing specific problem areas.
- Conducted and analyzed in-depth interviews with 7 participants, leading to new design directions based on both data and user insights.
- Developed a cost-effective high-fidelity prototype and design guide, providing the client with feasible solutions.
- Created a responsive design guide optimized for mobile devices.
- Suggested a mobile phone-based percussion tool to increase user engagement and interaction during online performances, transforming phones into interactive instruments.

Stylecrew, E-commerce Design Team, Lead Content Designer, Seoul, Korea

Jan. 2022 – May. 2022

- Led the design of the website's magazine section, crafting over 6 original magazine visual content to elevate the brand's online presence and audience engagement.
- Produced over 23 visual assets for diverse platforms, including web and mobile pop-ups, Instagram posts, and YouTube thumbnails, supporting the brand's digital marketing strategy and enhancing multi-channel visibility.

Bold, Design Team, Art Director, Seoul, Korea

Sep. 2020 – Dec. 2021

- Developed and implemented strategic design plans and seasonal brand goals based on market research, concept development, and creative execution.
- Managed the development of 12+ advertising campaigns for fashion and beauty brands from concept to launch.
- Led the design of editorial layouts and created visual graphics for post-photoshoot deliverables.
- Managed the collaboration with teams, including photo, film production, and marketing team.

OTHER QUALIFICATION

Tools: MS Office (Word, Excel, PowerPoint) / Photoshop, InDesign, Illustrator, Adobe XD, Sketch, Figma, Miro, InVision

Design Skill: UX design, Visual design, Interaction design, Wireframes & mockups, Design guide, Prototyping, Storyboarding

Research Skill: User research, Data analysis, User persona, User testing, A/B testing

Language Skill: English – Fluent / Korean – Native